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The Fifth Estate
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Broadcasting Jul 6

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56th Year 1987
Annual Fifth Estate Awards
Children's TV

Vol. 113 No. 1

Broadcasting Jul 6

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would be sufficient to serve public interest; court said commission had offered neither facts nor analysis to support that position.

□

Compulsory license. After often-bitter war of words, cable and motion picture industries have begun talking again about settling their differences over cable's compulsory copyright license. If fruitful, talks could lead to legislation overhauling license. Reform would likely include simplified "flat-fee" formula (so much per subscriber per distant signal) for calculating license fees to replace existing complicated formula (varying percentages of gross basic revenues per signal). Some cable operators have also indicated willingness to give up license under certain conditions after transitional period of five or 10 years, but all feel it's important to preserve license for carriage of local signals and for distant signals by cable systems in "underserved markets."

□

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites is flourishing. Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or as packages through other programers or operators.

HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Stations with four or more employes are covered under rules and part-time and full-time employes must be reported separately. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27).

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985).

□

Fairness doctrine. President Reagan vetoed bill codifying fairness doctrine. Senate Democratic leadership lacked votes to override, but had support to refer veto message to Commerce Committee, where measure originated. It is anticipated doctrine will be attached to legislation President will be reluctant to veto. Broadcast industry opposition to codification was initially limited, with only CBS and Radio-Television News Directors Association working for veto. Now, however, NAB says it will support veto (BROADCASTING, June 29).

FCC has initiated rulemaking to determine whether enforcement of doctrine is contrary to public interest. It acted after panel of U.S. Court of Appeals in Washington remanded case in which Meredith Corp. had challenged constitutionality of doctrine (BROADCASTING, Jan. 19). Same panel, in case brought by Radio-Television News Directors Association and number of other broadcaster groups, had held that it lacked jurisdiction to consider constitutionality of doctrine. Panel directed plaintiffs to submit issue to U.S. District Court. Full court, after considering petitions from broadcasters and FCC, decided to rehear case.

□

HF(shortwave). U.S. and other developed countries were reportedly satisfied with results of second—and final—session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded for number of years in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted between two sessions failed to demonstrate system would meet requirements of countries at conference (BROADCASTING, March 16).

□

High-definition television. HDTV may soon be subject of extensive tests by industry standards body, Advanced Television Systems Committee, to see how high-resolution, wide-screen signal could be transmitted on terrestrial TV bands such as UHF or 12 ghz microwave. National Association of Broadcasters, which participated in first demonstration of terrestrial HDTV transmission last January with Association of Maximum Service Telecasters, in June approved and is seeking finances for up to $700,000 for two years of HDTV tests to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990.

□

Indecency. FCC has decided to enforce broader definition of indecency (BROADCASTING, April 20) than "seven dirty words" of 1978 *Pacifica* Supreme Court decision. Of three cases pending at time of decision, WYSP(FM) Philadelphia and KCSB-FM Santa Barbara, Calif., and KPFK(FM) Los Angeles, involved indecencies, FCC said, and Pacifica's KPFK was referred to Justice for possible criminal prosecution under obscenity. Pacifica petitioned U.S. Court of Appeals, Washington, for review of commission's action, saying FCC's new policy will have "chilling" effect on broadcast speech.

In mid-May, NAB executive committee issued policy statement "condemning" broadcast of indecent material and asking for clarification of, but not objecting to, commission's new ruling.

TV networks, Motion Picture Association of America and Radio-Television News Directors Association, petitioned FCC for reconsideration of its new standards. Parties said standards were vague, overbroad and contrary to public interest (BROADCASTING, June 8).

Pacifica Foundation, licensee of noncommercial WBAI(FM) New York, on May 22 asked FCC for declaratory ruling on whether planned June 16 broadcast of "Ulysses" excerpts would violate indecency standards. FCC rejected request, saying ruling could be "functional equivalent of prior restraint." WBAI went ahead with broadcast, and at press time had received no complaints, and knew of none at FCC.

□

International Telecommunications Satellite Organization. Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general. Burch, former FCC chairman, succeeds Richard Colino, who along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to $11.5 million (BROADCASTING, May 25). U.S. attorney for District of Columbia is conducting parallel criminal investigation.

□

International telecommunications satellite systems. President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but the proposal of only one, PanAmerican Satellite Corp., which has secured Peru as a foreign partner, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of board of governors, approved consultation at meeting in April.

□

Land-mobile. FCC proposal to reallocate UHF TV channels for land-mobile radio use has run into controversy, with broadcasters fearing that reallocation would leave broadcasting without spectrum for HDTV use. Broadcasters have asked FCC to delay reallocation proceeding pending completion of study of impact of HDTV on local broadcasting. At present, however, FCC Chairman Dennis Patrick sees terrestrial HDTV and land-mobile use of UHF frequencies

Summary of broadcasting
as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

King World continues Cassandra dominance

'Wheel,' 'Jeopardy' and 'Winfrey' remain in top three positions in Nielsen's syndicated survey

The top six syndicated programs continued their dominance in the May Cassandra report by Nielsen. As was the case in February, King World's three powerhouse programs, *Wheel of Fortune*, *Jeopardy* and *Oprah Winfrey*, took first, second and third place, respectively. They were followed by *P.M. Magazine*, *M*A*S*H* and *Peoples Court* in the same order of their finishes in February.

Only one show in February's top 10 did not finish within that group in May: *Hollywood Squares*, which tied for eighth in February, fell to 11th, in a tie with *Card Sharks* in May. *Entertainment Tonight* climbed from 11th to ninth, in a tie with *Three's Company* in May. *Donahue* climbed from 10th to seventh in the same period, while *The New Newlywed Game* fell a notch to eighth.

Two of Fox Broadcasting's new Sunday night programs finished in the top 50 in May, including *21 Jump Street*, which ranked 37th with a 3.9 rating, and *Married...With Children*, which finished in a four-way tie for 44th with a 3.5 rating. *Duet*, another comedy in the Fox Sunday lineup, ended up in a seven-way tie for 64th with an average 3.1. *Mr. President*, the FBC sitcom starring George C. Scott, tied for 78th place with six other shows with an average 2.9. Rounding out FBC's Sunday program block is *The Tracy Ullman Show*, which along with nine other programs in May averaged an 2.8 rating.

In the children's program category, *Different Strokes* moved from second place in February to capture the top spot in May with an average 7.7 among children 2-11. *Small Wonder* fell from first to 16th place, where it tied *Transformers* with a 5.5. *The Jetsons* climbed from 12th to second, averaging a 7.2 rating among children. Rounding out the top five in May were *Jem* and *Smurfs*, tied for third with an average 6.6, followed by the animated *Dennis The Menace* and *Thundercats*, tied for fifth with a 6.5. In February, *Jem* placed 16th and *Smurfs* tied for eighth, while *Dennis The Menace* finished 12th (tied with *Jetsons*) and *Thundercats* placed sixth, along with *Silver Spoons*.

In the late-night daypart, the top five programs were: *M*A*S*H* (8/24), *Three's Company* (8/22), *Benson* (7/20), *Hart to Hart* (5/18) and *Magnum PI*(5/18). In the February Cassandra book, the top three programs were the same, followed by *The Jeffersons* and *Magnum PI*. □

Nielsen's May Cassandra report

Rank/show	Rating	Share	Markets	Coverage
1. Wheel of Fortune	18.9	34	199	99.6
2. Jeopardy	11.3	27	187	98.1
3. Oprah Winfrey Show	9.3	34	154	93.6
4. PM Magazine	8.5	17	39	31.1
5. M*A*S*H	7.7	19	164	91.8
6. Peoples Court	7.1	21	185	96.7
7. Phil Donahue Show	6.9	28	182	97.5
8. New Newlywed Game	6.6	15	178	97.2
9. Ent. Tonight	6.5	15	142	87.8
9. Three's Company	6.5	16	146	87.1
11. Big Spin	6.4	14	10	10.8
11. Hollywood Squares	6.4	16	142	85.6
13. Card Sharks	6.1	15	29	21.3
14. Facts of Life	5.4	13	109	79.4
15. Magnum, P.I.	5.3	15	119	77.6
16. Benson	4.9	13	102	60.6
16. Diff'rent Strokes	4.9	13	123	77.2
16. Jeffersons	4.9	13	102	66.1
19. Hee Haw	4.8	16	172	82.8
20. Divorce Court	4.7	16	138	85.8
20. Fight Back	4.7	15	29	36.5
20. Gimme a Break	4.7	11	97	75.9
23. Barney Miller	4.5	13	89	56.3
23. Judge	4.5	17	73	63.2
23. Superior Court	4.5	16	107	71.9
23. Too Close-Comfort	4.5	10	80	66.6

Orbis goes to Carolco

Orbis to begin production of series for prime access and prime time, mini-series, made-for-TV movies; purchase moves Carolco into TV production and syndication business

Carolco Pictures Inc., Los Angeles-based film and home video producer and distributor, and Orbis Communications said last week they had signed a letter of intent for Carolco to acquire Orbis at a cost of approximately $15.4 million. The acquisition signals Carolco's entrance into the television syndication and production business. Plans call for Orbis to expand its production efforts under the new ownership, particularly series production for prime access and prime time, two dayparts the company has not yet tapped. Peter Hoffman, Carolco's chief executive officer, also said Orbis would have the capital to produce long-form programming, such as mini-series and made-for-television movies, for both network and syndication distribution.

The two companies said last week they hope to close the deal within 60 days. Carolco will acquire all Orbis stock in exchange for 2.2 million shares of its own stock. Carolco, a New York Stock Exchange company, closed at 7⅛ per share last Monday (June 29), the day the deal was announced, up one-eighth. The company is still controlled by the two original founders, Andy Vajna and Mario Kassar, who together own 88% of the stock. Their control will be reduced to about 81% if the deal with Orbis goes through.

Robert Turner, president of Orbis, said last week the company sought out Carolco on the recommendation of the investment banking arm of Alan Patricoff & Associates, the lead company in an investment group that holds a one-third interest in Orbis. Turner said that "at least two" other companies submitted bids to acquire the company but that Carolco

NBC continues prime time, news wins

NBC took the off-season prime time week (ended June 28) with a 12.5 rating and a 23.8 share. CBS came in second with a 10.8/20.8 and ABC with a 9.8/18.9. Last year it was NBC's week with a 13.0/25 over ABC's 10.7/21 and CBS's 10.0/20.

In evening news, NBC took the week with an 11.1/24 over ABC's 9.6/21 and CBS's 9.1/20. A year ago the news numbers were a lot closer: NBC took the week with a 9.9/22 over ABC's 9.7/21 and CBS's 9.4/21.

For the week, NBC took four nights, Monday, Thursday, Friday and Saturday. ABC took two, Tuesday and Wednesday, which left CBS with one, Sunday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	23.2/46
2.	Family Ties	NBC	21.9/42
3.	Cheers	NBC	18.9/35
4.	Growing Pains	ABC	17.8/32
5.	Moonlighting	ABC	16.6/29
6.	Who's the Boss?	ABC	16.4/32
7.	Monday Night Movie	NBC	15.4/26
8.	Sunday Movie	CBS	15.2/28
9.	Molly Dodd	NBC	15.0/27
9.	Golden Girls	NBC	15.0/31
11.	Valerie	NBC	14.9/26
12.	Alf	NBC	14.7/27
13.	Murder, She Wrote	CBS	14.6/29
14.	Hunter	NBC	14.3/30
15.	Miami Vice	NBC	14.1/28
16.	20/20	ABC	13.9/25
16.	Special Movie	CBS	13.9/25
16.	Designing Women	CBS	13.9/23
19.	Movie of the Week	NBC	13.6/24
20.	Matlock	NBC	13.5/25
21.	Newhart	CBS	13.2/22
22.	MacGyver	ABC	12.9/23
22.	60 Minutes	CBS	12.9/29
24.	New Special	CBS	12.7/23
25.	Sunday Night Movie	ABC	12.3/23
25.	Cagney & Lacey	CBS	12.3/22
27.	Kate & Allie	CBS	12.2/22
27.	Crime Story	NBC	12.2/25
29.	My Sister Sam	CBS	12.1/21
29.	Facts of Life	NBC	12.1/22
31.	Night Court	NBC	12.0/21
32.	Head of the Class	ABC	11.9/24
33.	L.A. Law	NBC	11.8/21
34.	Spenser: For Hire	ABC	11.6/20
35.	Perfect Strangers	ABC	11.3/24
36.	Amen	NBC	11.2/23
37.	Hotel	ABC	10.2/19
37.	Me & Mrs. C	NBC	10.2/23
39.	Highway to Heaven	NBC	10.0/20
40.	Disney Sunday Movie	ABC	9.8/21
40.	Tuesday Movie	CBS	9.8/17
42.	Monday Night Baseball	ABC	9.6/17
43.	227	NBC	9.5/22
44.	St. Elsewhere	NBC	9.4/17
45.	Mike Hammer	CBS	9.0/18
46.	Sunday Night Movie	NBC	8.9/17
47.	Hard Copy	CBS	8.6/18
48.	Saturday Movie	CBS	8.3/18
48.	Stingray	NBC	8.3/18
50.	Sledge Hammer	ABC	8.0/18
51.	Summer Playhouse	CBS	7.8/17
52.	West 57th	CBS	7.7/16
53.	Dallas	CBS	7.4/15
54.	Heart of the City	ABC	7.2/13
55.	Scarecrow & Mrs. King	CBS	7.0/14
56.	Heavyweight Showdowns	ABC	6.8/14
57.	Our House	NBC	6.4/15
58.	Starman	ABC	6.1/13
59.	New Closeup	ABC	5.9/12
60.	Webster	ABC	5.7/13
60.	Wizard	CBS	5.7/11
62.	Sidekicks	ABC	5.3/12
63.	Our World	ABC	5.0/10
64.	Dads	ABC	4.6/9
65.	Gung Ho	ABC	4.1/9

*indicates premiere episode

was chosen because it holds the rights to a number of popular theatrical films (such as the "Rambo" series of films and the upcoming "Red Heat" with Arnold Schwartzenegger), which should greatly enhance the value of the company's future syndication movie packages. Carolco has a 10-picture deal with Sylvestor Stallone's White Eagle Enterprises to produce action films, at least five of them starring Stallone.

In addition to its "Rambo" films, Carolco produced "Angel Heart" and "Extreme Prejudice," neither of which was considered a box office hit. The company's films are distributed domestically by Tri-Star. Carolco has also established a Montreal-based limited partnership currently attempting to raise $40 million (Canadian) to produce up to four Canadian-content pictures.

Turner also noted Carolco's 80% ownership of the home video company, IVC, a leading distributor of children's videocassettes, which will also be a major resource for Orbis in syndication. Home video and syndication rights are often more easily secured in combination, he noted, and the IVC children's product will complement such Orbis properties as *Force III* and *Defenders of the Earth*.

As important is the extra capital Orbis will be able to tap to expand program production. Both Turner and Hoffman said Orbis would bring one or more pilots of new programs to next year's NATPE conference. The first new effort may be a game show for prime access.

Asked why Carolco selected Orbis, Hoffman said, "First, they were available, and second, we made a strategic decision to get into the television production and distribution businesses." He also said that Orbis's management team was a drawing card, evidenced by a clause in the letter of intent that calls for that team to stay on board for at least three years. That team includes Turner, executive vice presidents John Ranck (program sales), Ethan Podell (business affairs) and Brian Byrne (advertising sales). Byrne is also president of International Advertising Sales, a joint venture among Orbis, Paramount and Coca-Cola Entertainment to sell barter advertising in syndication programing.

It was unclear what effect the Carolco-Orbis deal would have on that joint venture, if any. According to Hoffman, it should have no effect. Executives at Coke and Paramount were not available at deadline for comment. □

News Beat

Assault guide. Iowa Coalition Against Sexual Abuse (ICASA) has put together booklet to guide news media in covering sexual assault. "A Resource Guide: News Coverage of Sexual Assault" contains information on occurrence of sexual abuse and advice on interviewing victims and reporting incidents. Twenty-three-page guide was prepared by print and broadcast journalists, sexual assault counselors, victims and members of journalism faculty at University of Iowa and Iowa State University. Complimentary copy is available from: Carole Meade, director, Iowa Coalition Against Sexual Abuse, 25th and Carpenter, Illinois Hall, Drake University, Des Moines, Iowa 50311; (515) 271-2918. Additional copies are available for $2 each.

□

Flynt support. Three major broadcast network companies and National Association of Broadcasters have joined in support of *Hustler Magazine* and its publisher, Larry Flynt, in their effort to have Supreme Court overturn $200,000 award made to Rev. Jerry Falwell. Award was for "intentional infliction of emotional distress" under Virginia law, as result of article and picture that mocked Falwell as hyprocrite. Friend-of-court brief in which media groups joined with American Civil Liberties Union argues that if decision of U.S. Court of Appeals for Fourth Circuit affirming jury decision is allowed to stand, editorial writers, political cartoonists, satirists, critics and reporters would be stifled in their work. Brief contends that judgment of jury presents compelling case for reversal since jury found parody did not convey false statement of fact. It also says jury did not find that parody was published with knowledge it was false or with reckless disregard for truth—standard set by Supreme Court in libel cases involving public figures, like Falwell. Number of other media groups have also filed or participated in friend-of-court briefs in support of *Hustler*. In one, Radio-Television News Directors Association joined in brief filed by Reporters Committee for Freedom of the Press. Oral argument in case is expected to be held in fall.

Bates C-P-M trend foresees moderate 1987 increases

Agency expects network evening prices to rebound, but sees further erosion in network daytime; rises in radio network, spot seen

Media cost-per-thousand increases in 1987 are expected to remain moderate this year, following the pattern of 1986, according to a Ted Bates Advertising analysis.

The Bates study uses the Consumer Price Index (CPI) and the Gross National Product as benchmarks, and has switched its base year from 1975 to 1981. The report also examines the relationship of media C-P-M's and the rate of inflation over the past six years. Bates concludes that those years have been characterized by a moderate rate of inflation, with C-P-M growth levels far exceeding inflation.

In analyzing the C-P-M's, Bates notes that 1986 showed a C-P-M growth of only 1.9%, the lowest since 1982. Daytime network television actually showed a C-P-M of minus 2%, while the evening network figure was zero. Spot television in 1986 experienced a C-P-M growth of 5%.

In 1987, Bates projects that daytime network TV will continue to slide in C-P-M, with a 13% decrease. The agency estimates that evening network's C-P-M will rise by 9% over 1986, and spot TV will increase by 2%. Bates calculates that network radio's C-P-M increase in 1987 will be 9%; spot radio's 5%.

The print media have shown consistent increases in C-P-M since 1982 and Bates tabs 1987 as a modest growth year. It lists magazines with a 5% increase; supplements, 5% and newspapers, 7%.

Bates reports that inflation is expected to rise in 1987 by 3.1%, within the range established over the past few years. But the agency says C-P-M's will increase at rates in excess of inflation.

In the years since the 1981 base year, the Consumer Price Index has shown moderate increases, registering an annual average growth of 3.6%, according to Bates. In contrast, evening network television showed a tripling of the CPI overall growth rate, with a 10.4% climb. Radio grew at a faster pace than the CPI, with spot radio at 5.8% and network radio, 7.9%.

Magazines and newspapers outpaced the C-P-M increases with average annual growth for newspapers of 8.4% and magazines, 7%.

Bates tabs 1986 as "eventful," with buyouts of major networks and the mergers of major advertising agencies and of top advertisers contributing to "a chaotic marketplace." In addition, the agency observes, there was fear of the new tax laws. Bates says the low rate of inflation "fostered a conservative economic climate that led to con-

Ted Bates's media cost survey

National Advertising Expenditures

Year	Net TV	Spot TV	Magazines	News/supplements	Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100
1976	124	133	122	121	120	115	106
1977	150	136	148	133	132	132	113
1978	172	161	177	139	148	140	121
1979	199	177	200	160	160	161	135
1980	222	201	215	177	185	165	153
1981	242	231	241	204	214	190	169
1982	269	269	253	221	227	211	179
1983	304	297	289	247	257	233	185
1984	370	338	337	278	292	255	193
1985	359	370	352	302	328	277	203
1986	370	400	366	314	343	289	207

Compounded Yearly C-P-M Increase

	1981	1982	1983	1984	1985	1986	1987	81-87 annual avg. growth
Broadcast								
Day network TV	100	109	114	125	143	140	122	3.5
Evening network TV	100	124	133	153	168	168	183	10.4
Spot TV	100	109	118	131	139	146	149	6.7
Network radio	100	107	118	130	138	146	158	7.9
Spot radio	100	106	113	121	127	133	140	5.8
Print								
Magazines	100	111	120	130	140	148	157	7.8
Supplements	100	112	118	125	130	116	122	3.5
Newspapers	100	110	121	132	141	151	162	8.4
Outdoor	100	111	118	129	137	144	151	7.2
CPI	100	106	109	114	118	120	124	3.6

Yearly Percent Increases in C-P-M

	1982	1983	1984	1985	1986	1987 est.
Broadcast						
Daytime network TV	9	5	9	15	-2	-13
Evening network TV	24	7	15	10	0	9
Spot TV	9	8	11	6	5	2
Network radio	7	10	10	6	6	8
Spot radio	6	7	7	5	5	5
Print						
Magazines	11	8	8	8	6	6
Supplements	12	5	6	4	-11	5
Newspapers	10	10	9	7	7	7
Outdoor						
Posters	11	6	9	6	5	5
CPI	6.1	3.2	4.3	3.6	1.9	3.1

The top two tables report trends in index form with 1975 and 1981 as the base years, respectively, indexed at 100. The cost estimates are based on the following units: network and spot TV and network radio, 30 seconds; spot radio, 60 seconds; magazines and supplements, one page/four color; newspapers, milline black and white; outdoor, 100 showings through 1981, 50 showings 1982-86. The demographic C-P-M's are based on: day network, women 18 plus; evening network, total persons; spot TV, TV households; radio, persons 12 plus; magazines, newspapers and supplements, circulation; outdoor, total population. Sources for audience information are: network and spot TV, A.C. Nielsen; network radio, RADAR; spot radio, Arbitron; magazines, Magazine Publishers Association; newspapers, Newspaper Advertising Bureau; supplements, Standard Rate and Data; outdoor, Outdoor Bureau and estimates. Advertising expenditure and GNP data are from the Television Bureau of Advertising. Figures for 1987 are Ted Bates's estimates. The CPI is based on increases in yearly average compiled by the Conference Board.

strained advertising budgets."

"Advertising budgets on average were increased in 1986," the report maintains, "but levels were much lower than in past years. Indeed, the percentage of the total marketing budget spent on promotional activities is on the rise. Some industry sources estimated in 1970 that approximately 40% was spent on promotion and the balance on traditional advertising vehicles. Today, according to these same sources, that ratio has been reversed, with promotion now accounting for 60%. Advertisers, more and more, are questioning the performance of each ad dollar."

The report, prepared by Leslie Wood and Deborah Ellis of Bates's Media Information and Analysis, stresses that making predictions of future media costs is "a precarious task." Determining future demand will be difficult because of the uncertainties of the marketplace, Bates said. In addition to factors already cited, the agency says that estimating next year's network television C-P-M increases will be particularly difficult because of the introduction of the people meter ratings for the 1987-88 season. □

Rep picture. Principals of the Torbet/Select Radio Sales rep firm, which resulted from Interep's purchase of Torbet Radio and Select Radio Representatives from Reliance Capital Group Ltd. Partnership ("In Brief," June 22), met with Interep executives in New York last week, plotting a course for the new combined rep firm. Pictured are (l-r, seated): Mike Bellantoni, executive vice president, and Bill McHale, senior vice president, Torbet/Select. (Standing, l-r): Les Goldberg, president, and Ralph Guild, chairman, Interep; and Tony Fasolino, president, Torbet/Select.

With the acquisition of Torbet and Select, Interep, which had been operating five full-service radio rep companies, now has over 70 offices in 16 cities with estimated annual billings exceeding $400 million. Also included with Interep's purchase of Torbet and Select was Supernet, Reliance's unwired network that also involves participation by Eastman Radio, Masla Radio and CBS Radio Representatives.

TVB report challenges ANA on ad figures

Difference of opinion centers on production costs associated with television commercials

Television Bureau of Advertising and the Association of National Advertisers, usually complementary trade associations, became embroiled last week in a dispute over television commercial costs.

TVB issued a report last week saying the production cost of the average television commercial for a national or regional advertiser is less than 40% of the average production cost reported by the ANA ($124,930 in 1985). In addition, TVB claimed that production costs are increasing at a rate less than one-third of the 36% indicated by the ANA for all areas of the country except one, the Southeast, where costs generally are lower.

TVB noted that ANA periodically studies television commercial costs; its latest report was issued in 1985, covering 1984 and 1985 and was based on response from 17 advertisers. TVB said its study of commercial producers, in cooperation with the Association of Independent Commercial Producers, covered responses from 60 AICP firms.

The TVB survey was conducted in March 1987 and included the years from 1984 through 1986. It identified elements contributing to cost increases; people influencing commercial production costs and recommendations for advertisers on cost control.

A spokesman for the ANA said the studies were "somewhat different" and covered different areas. He noted that the ANA study included agency commissions and talent and editorial costs. He added that both the ANA and TVB agree that costs are rising and steps should be taken to correct the situation. □

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the threat to our society both nationally and internationally posed by the AIDS epidemic, be it resolved that the NAB dedicate our resources and facilities to informing the public in assisting the local, national and international agencies in fighting this dread disease."

□ The radio board voted to ask the FCC to "reinstitute its policy of allowing co-owned AM/FM's to keep their public files at either their studios or transmitter sites, even if outside the city of license, and grandfather stations already granted waivers of old main studio rules."

□ The TV board asked NAB to seek reconsideration of that "portion of the FCC rules which applies to the location of local public files for certain TV stations."

□ Radio directors also instructed the staff to ask the FCC to permit Class III daytimers to operate through the night on Class III regional frequencies at a "power level near those already specified by the commission for last hour post-sunset operation; daytimers on clear channels to operate at night under existing interference protection criteria, on an interim basis, pending full review of criteria later this year."

□ Asked the executive committee to study the suggestion that a "super legal fund" be created to help stations financially against license challenges.

□ NAB's radio board instructed the association to oppose the directionalization of FM antennas as has been proposed by the FCC. □

Nielsen gauges cable penetration at 49.2%

May figures show 4% increase over last year, with cable household number at 43,279,980

Cable penetration is on the verge of passing 50% of U.S. households, according to the latest survey by Nielsen Media Research. It reports a May 1987 penetration figure of 49.2%, or 43,279,980 households, a 4% increase from May 1986 and a 47% increase since May 1982.

Leading the list in cable penetration Palm Springs, Calif. (83.5%); Santa Barbara-Santa Maria-San Luis Obispo, Calif. (82.7%), San Angelo, Tex. (80.6%); Laredo, Tex. (78.8%), and Yuma, Ariz.-El Centro, Calif. (75.7%).

Among the nation's top 10 markets, two report cable penetration above 50%—Boston-Manchester, N.H., at 57% and San Francisco-Oakland at 53.6%. Cable penetration has reached 41% in New York, 39% in Los Angeles, 34% in Chicago and 48% in Philadelphia.

A complete list according to the Nielsen Station Index follows:

Market	*Cable penetration*
Abilene-Sweetwater, Tex.	66.0
Ardmore-Ada, Okla.	50.9
Albany, Ga.	54.0
Albany-Schenectady-Troy, N.Y.	60.4
Albuquerque-Farmington, N.M.	43.7
Alexandria, La.	59.3
Alexandria, Minn.	36.0
Alpena, Mich.	53.1
Amarillo, Tex.	65.0
Anchorage	37.7
Atlanta	44.3
Augusta, Ga.	49.6
Austin, Tex.	54.9
Bakersfield, Calif.	65.3
Baltimore	35.3
Bangor, Me.	39.4
Baton Rouge	58.9
Beaumont-Port Arthur, Tex.	50.3
Beckley-Bluefield-Oak Hill, W.Va.	69.7
Bend, Ore.	63.8
Billings, Mont.	50.3
Biloxi-Gulfport, Miss.	72.8
Binghamton, N.Y.	65.3
Birmingham-Anniston, Ala.	48.3
Boise, Idaho	36.4
Boston-Manchester	57.0
Bowling Green, Ky.	54.7
Buffalo, N.Y.	59.4
Burlington, Vt.-Plattsburgh, N.Y.	53.9
Butte, Mont.	59.2
Casper-Riverton, Wyo.	68.4
Cedar Rapids-Waterloo-Dubuque, Iowa	50.0
Champaign-Decatur-Springfield, Ill.	64.3
Charleston, S.C.	48.5
Charleston-Huntington, W.Va.	63.6
Charlotte, N.C.	49.7
Chattanooga	50.9
Cheyenne, Wyo.-Scottsbluff, Neb.	68.3
Chicago	33.9
Chico-Redding, Calif.	60.5
Cincinnati	47.8
Clarksburg-Weston, W.Va.	65.8
Cleveland-Akron	46.2
Colorado Springs-Pueblo	50.5
Columbia, S.C.	45.2
Columbia-Jefferson City, Mo.	44.7
Columbus, Ga.	55.6
Columbus, Ohio	49.0
Columbus-Tupelo, Miss.	45.2
Corpus Christi, Tex.	58.9
Dallas-Fort Worth	38.6
Davenport, Iowa-Rock Island-Moline, Ill.	56.4
Dayton, Ohio	57.1
Denver	47.1
Des Moines-Ames, Iowa	45.5
Detroit	42.1
Dothan, Ala.	46.5
Duluth, Minn.-Superior, Wis.	43.8
El Paso	51.6
Elmira, N.Y.	71.0
Erie, Pa.	63.7
Eugene, Ore.	61.4
Eureka, Calif.	73.3
Evansville, Ind.	50.2
Fairbanks, Alaska	39.2
Fargo-Valley City, N.D.	51.1
Flint-Saginaw-Bay City, Mich.	47.8
Florence, S.C.	44.3
Fort Myers-Naples, Fla.	73.6
Fort Smith, Ark.	57.8
Fort Wayne, Ind.	41.5
Fresno-Visalia, Calif.	37.7
Gainesville, Fla.	58.0
Glendive, Mont.	61.9
Grand Junction-Montrose, Colo.	53.3
Grand Rapids-Kalamazoo-Battle Creek, Mich.	53.1
Great Falls, Mont.	53.2
Green Bay, Wis.	42.9

Presidential plaudit. President Reagan honored Project Literacy U.S. (PLUS), the joint literacy campaign mounted by Capcities/ABC and the Public Broadcasting Service, with the 1987 President's Volunteer Action Award last week in a ceremony at the White House. PLUS representatives James Duffy, president, communications, Capcities/ABC (above left), and Lloyd Kaiser, president of WQED(TV) Pittsburgh and a PBS board member (above right), received medals from the President, who told them: "The good you do reaches beyond your specific projects and all the many people you've helped. You are part of an American tradition of neighbor helping neighbor."

Reagan also used the occasion to criticize an unnamed journalist (reportedly NBC's John Chancellor) for not acknowledging the "freely given personal charity" of the American people. "All I can say to those who pontificate about the new selfishness—maybe they should get out of their TV studios and get out and introduce themselves to the real America," he said. Chancellor had delivered a January commentary on the anniversary of John F. Kennedy's inauguration claiming that "private greed seems to have replaced public good...The slogan for the 80's is, 'I want mine and I want it now.'"

Market	Cable penetration
Greensboro-High Point-Winston Salem, N.C.	46.3
Greenville-New Bern-Washington, N.C.	51.0
Greenville-Spartanburg, S.C.-Asheville, N.C.	41.9
Greenwood-Greenville, Miss.	64.5
Harlingen-Weslaco, Tex.	54.9
Harrisburg-Lancaster-Lebanon-York, Pa.	60.3
Harrisonburg, Va.	46.1
Hartford-New Haven, Conn.	71.7
Hattiesburg-Laurel, Miss.	47.4
Helena, Mont.	64.6
Honolulu	68.7
Houston	43.5
Huntsville-Decatur-Florence, Ala.	50.2
Idaho Falls-Pocatello	51.6
Indianapolis-Lafayette	52.1
Jackson, Miss.	47.5
Jackson, Tenn.	54.8
Jacksonville, Fla.	59.9
Johnstown-Altoona, Pa.	71.2
Jonesboro, Ark.	57.4
Joplin, Mo.-Pittsburg, Kan.	49.8
Kansas City, Mo.	48.9
Knoxville, Tenn.	49.1
La Crosse-Eau Claire, Wis.	53.9
Lafayette, La.	53.0
Lake Charles, La.	56.4
Lansing, Mich.	52.8
Laredo, Tex.	78.8
Las Vegas	37.8
Lexington, Ky.	60.6
Lima, Ohio	70.6
Lincoln-Hastings-Kearney, Neb.	56.3
Little Rock-Pine Bluff, Ark.	48.9
Los Angeles	39.0
Louisville, Ky.	52.6
Lubbock, Tex.	52.2
Macon, Ga.	60.0
Madison, Wis.	47.4
Mankato, Minn.	57.8
Marquette, Mich.	67.6
Mason City, Iowa-Austin-Rochester, Minn.	52.0
Medford-Klamath Falls, Ore.	59.3
Memphis	47.9
Meridian, Miss.	44.3
Miami-Fort Lauderdale	51.3
Milwaukee	43.4
Minneapolis-St. Paul	38.3
Minot-Bismarck-Dickinson, N.D.	53.1
Missoula, Mont.	49.5
Mobile, Ala.-Pensacola, Fla.	52.5
Monroe, La.-El Dorado, Ark.	50.6
Monterey-Salinas, Calif.	72.7
Montgomery, Ala.	50.0
Nashville	40.6
New Orleans	54.7
New York	41.2
Norfolk-Portsmouth-Newport News, Va.	57.3
North Platte, Neb.	52.4
Odessa-Midland-Monahans, Tex.	68.7
Oklahoma City	51.1
Omaha	54.5
Orlando-Daytona Beach-Melbourne, Fla.	57.5
Ottumwa, Iowa-Kirksville, Mo.	53.9
Paducah, Ky.-Cape Girardeau, Mo. Harrisburg, Ill.	48.5
Palm Springs, Calif.	83.5
Panama City, Fla.	58.9
Parkersburg, W.Va.	70.5
Peoria, Ill.	58.0
Philadelphia	48.4
Phoenix-Flagstaff	38.6
Pittsburgh	61.8
Portland, Ore.	49.0
Portland-Poland Spring, Me.	55.7
Presque Isle, Me.	61.1
Providence, R.I.-New Bedford, Mass.	55.5
Quincy, Ill.-Hannibal, Mo.	51.3
Raleigh-Durham, N.C.	46.0
Rapid City, S.D.	56.5
Reno	60.1
Richmond-Petersburg-Charlottesville, Va.	45.7
Roanoke-Lynchburg, Va.	53.6
Rochester, N.Y.	54.1
Rockford, Ill.	58.5
Roswell, N.M.	66.3
Sacramento-Stockton, Calif.	38.4
St. Joseph, Mo.	57.6
St. Louis	38.8
Salisbury, Md.	63.3
Salt Lake City	38.2
San Angelo, Tex.	80.6
San Antonio, Tex.	63.2
San Diego	70.4
San Francisco-Oakland-Santa Rosa	53.6
Santa Barbara-Santa Maria, Calif.	82.7
Savannah, Ga.	56.9
Seattle-Tacoma	56.6
Shreveport, La.	49.0
Sioux City, Iowa	48.6
Sioux Falls-Mitchell, S.D.	49.4
South Bend-Elkhart, Ind.	44.8
Spokane, Wash.	50.6
Springfield, Mo.	40.0
Springfield-Holyoke, Mass.	68.5
Syracuse, N.Y.	61.6
Tallahassee, Fla.-Thomasville, Ga.	52.4
Tampa-St.Petersburg-Sarasota, Fla.	51.4
Terre Haute, Ind.	47.0
Toledo, Ohio	54.8
Topeka, Kan.	62.5
Traverse City-Cadillac, Mich.	39.7
Tucson-Nogales, Ariz.	44.0
Tulsa, Okla.	51.9
Twin Falls, Idaho	57.0
Tyler, Tex.	59.5
Utica, N.Y.	72.6
Victoria, Tex.	73.7
Waco-Temple, Tex.	63.1
Washington, D.C.-Hagerstown, Md.	36.0
Watertown, N.Y.	56.9
Wausau, Wis.	38.3
West Palm Beach-Ft. Pierce, Fla.	65.8
Wheeling, W.Va.-Steubenville, Ohio	63.4
Wichita Falls, Tex.-Lawton, Okla.	66.1
Wichita-Hutchinson, Kan.	63.8
Wilkes Barre-Scranton, Pa.	68.5
Wilmington, N.C.	53.4
Yakima, Wash.	55.7
Youngstown, Ohio	50.8
Yuma, Ariz.-El Centro, Calif.	75.5
Zanesville, Ohio	74.0

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